

Message Text

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PAGE 01 MEXICO 11299 072121Z
ACTION ARA-14

INFO OCT-01 ISO-00 AID-05 /020 W
-----092411 080354Z /20
R 072116Z JUL 77
FM AMEMBASSY MEXICO
TO SECSTATE WASHDC 3390
AMEMBASSY BOGOTA PRIORITY

LIMITED OFFICIAL USE MEXICO 11299

STATE PASS TO PHA/POP/LA

E.O. 11652: N/A
TAGS: SPOP, MX
SUBJECT: LUIS DE LA MACORRA VISIT JAMAICA AND COLOMBIA

REF: BOGOTA 6188

1. PROFAMILIA CORRECT. LUIS DE LA MACORRA INTERESTED ONLY IN COMMERCIALIZATION ASPECTS OF PROGRAM.
2. MEXICO PLANNING MASSIVE CONTRACEPTIVE COMMERCIALIZATION SCHEME WHICH WITHIN 18 MONTHS WILL SELL AT MINIMUM PRICES ORALS, CONDOMS, FOAMS AND VAGINAL SUPPOSITORIES THROUGH TEN THOUSAND PHARMACIES, ONE HUNDRED THOUSAND FOOD OUTLETS AND FIVE THOUSAND VENDING MACHINES. GOM NOW IN PROCESS FORMING PRIVATE, NON-PROFIT COMPANY TO CARRY OUT PROGRAM. DE LA MACORRA WILL HEAD ORGANIZATION. HE COMES WELL PREPARED WITH EXTENSIVE MARKETING BACKGROUND WITH PROCTOR AND GAMBLE IN NEW YORK AND TORONTO AS WELL AS HERE IN MEXICO.

3. WHILE DE LA MACORRA BRINGS SUBSTANTIAL MARKETING BACKGROUND TO PROGRAM, WE BELIEVE HE CAN PROFIT FROM VIEWING COMMERCIALIZATION EFFORTS OF PROFAMILIA, BOTH
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FROM POINT OF VIEW OF SUCCESSES AND MISTAKES. UNDERSTAND DAI HAS MADE ARRANGEMENTS WITH LILI BUCHELI FOR THESE DISCUSSIONS. WOULD SUGGEST CONVERSATIONS WITH SANTIAGO PLATA, VISITS WITH DISTRIBUTORS, SALESMEN, AND TO SAMPLING OF OUTLETS. BEST PLAN PERHAPS ONE DAY CONVERSATIONS WITHIN PROFAMILIA, SECOND DAY MAKING VISITS.

4. POPOFF APPRECIATES USAID/C ASSISTANCE. THOMPSON

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: FAMILY PLANNING, VISITS
Control Number: n/a
Copy: SINGLE
Sent Date: 07-Jul-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 22 May 2009
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Executive Order: N/A
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Expiration:
Film Number: D770242-0666
Format: TEL
From: MEXICO
Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1977/newtext/t19770783/aaaacucz.tel
Line Count: 63
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Litigation History:
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Message ID: 8960a66f-c288-dd11-92da-001cc4696bcc
Office: ACTION ARA
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Review Content Flags:
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Review Release Date: n/a
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Secure: OPEN
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TAGS: SPOP, OTRA, MX, US, PROFAMILIA, (DE LA MACCORRA, LUIS)
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